



PRESS RELEASE

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OUI.sncf CEO Alexandre Viros presents e-voyageurs SNCF, a new unit designed to serve customers and promote smart mobility by bringing all of SNCF Group's digital assets under one roof.

For users, e-voyageurs SNCF will combine the power of OUI.sncf, the technological excellence of e-voyageurs Technologies (formerly VSCT) and the close ties with customers cultivated by the SNCF app. Its mission: accelerate the development of a personal mobility assistant so users can handle all their mobility needs with confidence, using a single app to get information, book, pay and confirm. Launch scheduled for June 2019.

## Taking the lead in smart mobility

"We want e-voyageurs SNCF to offer the mobility solution our clients need, with an app they can trust and itinerary searches that are more personalized," says **Alexandre Viros, CEO of OUI.sncf**. "This new unit will step up our innovation strategy and create Europe's first intelligent mobility platform by 2019."

**The new unit is made up of three outstanding SNCF assets, brought together for the first time.**

### **The OUI.sncf interactive website:**

OUI.sncf is the distributor for all SNCF Group travel options and France's leading e-merchant by volume, with 16 million unique visitors per month, 70 million tickets sold in the first nine months of 2018, and 33 million journeys on offer. As such, it offers unparalleled travel expertise, and does business in over 90 countries under its Rail Europe and Loco2 brands. On 11 October 2018, OUI.sncf hit a sales peak of 40 tickets per second.

### **The SNCF app:**

Its tightly woven urban, inter-regional and national network makes the SNCF app the French leader in multimodal passenger support, handling 150 million searches every month. With over 12 million downloads and 40 million visits per month, it's the go-to resource for everyday mobility with SNCF. And it's also the core of SNCF Group's proactive passenger information system, providing real-time updates on rail incidents, sources of delay, pollution and more.

### **e-voyageurs Technologies:**

As SNCF's digital factory, e-voyageurs Technologies (formerly VSCT) will be a critical part of the new unit, contributing its technological excellence, its open innovation culture, and the unparalleled mobility expertise of its nearly 1,000 employees.

*"The heart of our vision relies on the customer trust we've been building for years, along with SNCF Group's capacity for constant innovation," says Alexandre Viros. "The new unit gives us the tools we*

*need to step up our plans and boost OUI.sncf's transition from transactional site to interactive website. By this autumn, the SNCF app will anticipate more, be smarter and more personalized. With OUI.sncf, the SNCF app and e-voyageurs Technologies, we have everything we need to become the smart mobility leader in both France and Europe."*

## The personal mobility assistant—an all-in-one app for easy mobility

According to a recent study by McKinsey & Company, 67% of the French people would use an all-in-one app if it were available. To meet the demand for simplicity, e-voyageurs SNCF is developing an artificial intelligence-based personal mobility assistant that makes it easy for customers to plan the complex transport they rely on every day, leaving them free to focus on what matters most to them.

*"We need to capitalize on our in-depth knowledge of passengers' expectations to offer them a seamless, customized experience. Our goal is to be able to anticipate the behaviours of all of our customers and know where they want to go before they do,"* says Alexandre Viros.

For users, the personal mobility assistant will combine easy, unlimited access to a variety of transport services at every step of each journey—in real time, and all in a single package.

The new personal mobility assistant will:

- update passenger information in real time
- offer customers the best combination of itineraries
- provide access to all forms of shared transport
- include a unique payment system, linked to users' personal accounts and NFC technology.

The first new features for the SNCF app will be available to all SNCF customers in October 2018. By year-end 2018, the Group expects to finalize a number of strategic partnerships, with a preliminary version of the personal mobility assistant slated to launch in Spring 2019.

### ABOUT OUI.SNCF

OUI.sncf is Europe's top e-commerce site, with revenue of €4.6 billion in 2017, 99 million tickets sold and 16 million unique visitors a month. It is present in 11 countries in Europe and 45 in the rest of the world through a total of 67 desktop and mobile websites, 4 sales offices and a call centre. OUI.sncf has over 1,250 employees, with two-thirds focusing exclusively on the French and European markets.

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